THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

FROM 1878 — THE CANNED FOODS AUTHORITY — 1933

Entered as second class matter at the Post Office at Baltimore, Md., under Act of March 3, 1879

Vol. 55 | Published at BALTIMORE, (every) MONDAY, FEBRUARY 6, 1933 | No. 26

In February . . .

Helping the grocer sell

CANNED PINEAPPLE

Intelligent merchandising on the part of the retail grocer is something every canner wants to see. To help the grocer sell more canned foods, the American Can Company has, for many months, been publishing a series of educational pages—packed with practical, workable retail selling ideas.

A new series is running now, featuring a different canned food each month. You will find it in the following retail publications:

Chain Store Age
Chain Store Management
National Grocers' Bulletin
Progressive Grocer

The series is also appearing in two wholesale publications:

American Grocer
Groceries

We call this to your attention because we feel you will want to follow this series. We hope you will find the material and the ideas valuable in your work with the trade.

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La Porte Flexible Steel Sanitary Conveyor

(formerly Hercules)

Section of One Inch Mesh Belt (Full Size)

The one-hundred percent sanitary belt used on sorting tables, scalders, washers, exhausters, elevators, etc. The belt all canners endorse because it is strong, durable and labor-saving, and can be bought at a cost so small compared to other belts.

Made of best galvanized ribbon steel, in one inch and half inch mesh. Widths ranging from a few inches to ten feet.

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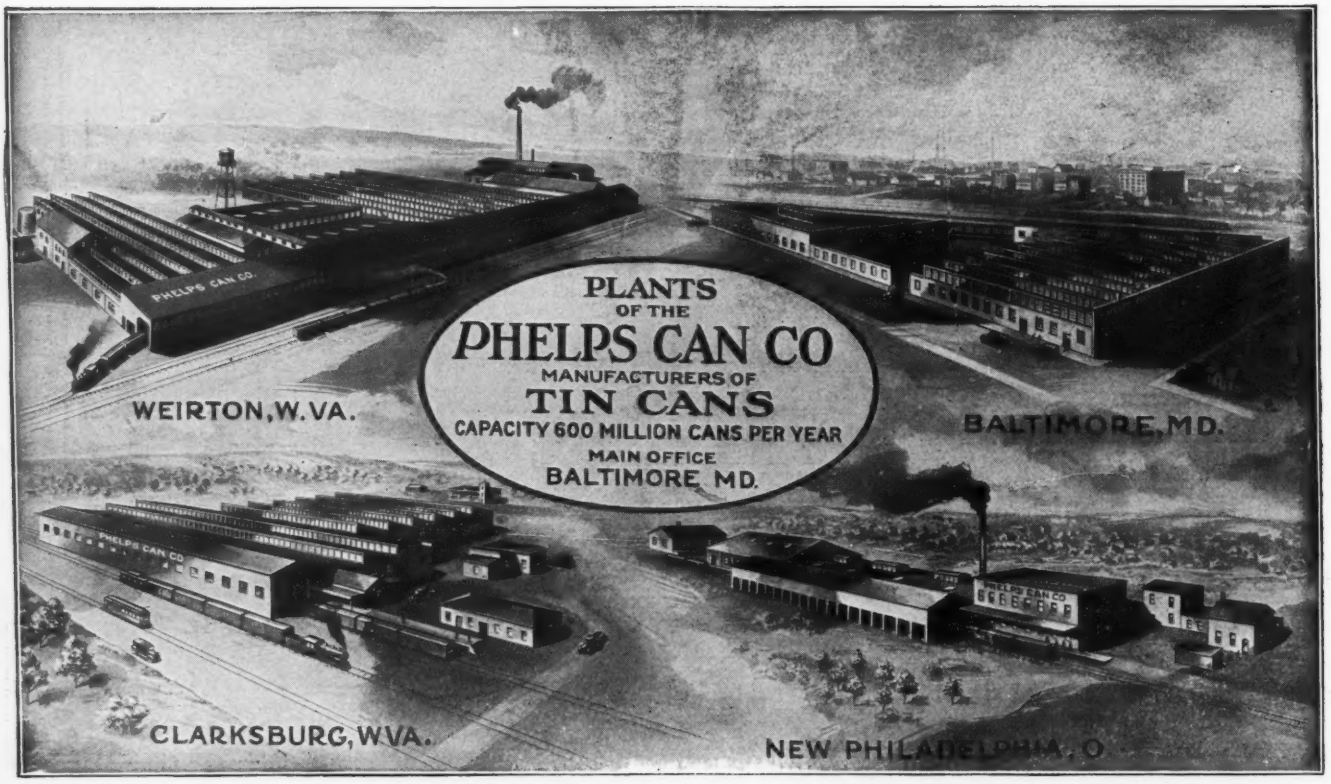

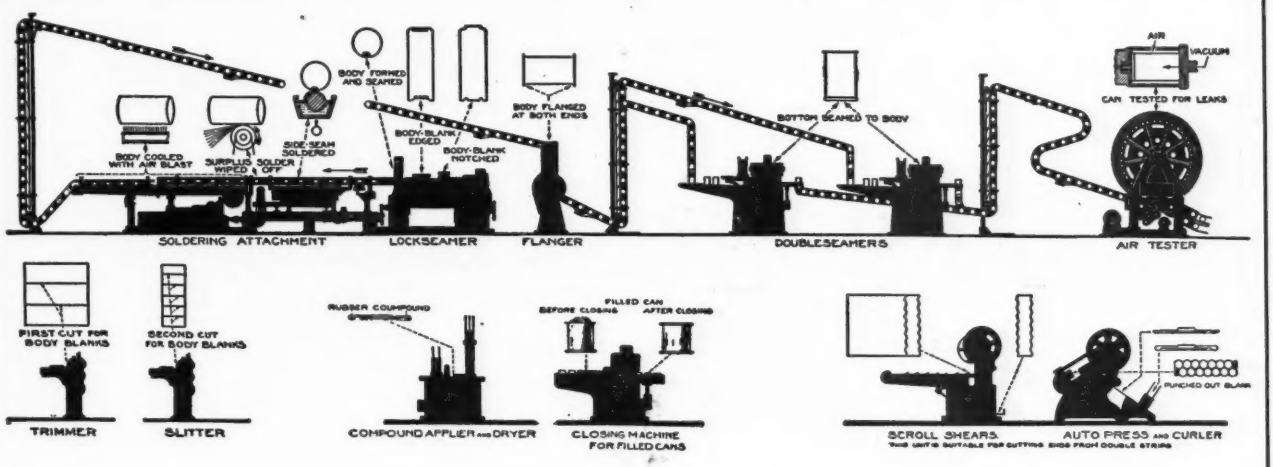

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February 15 to 22

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THE CANNING TRADE
Established 1878
The Journal of the CANNING and Allied Industries

EDITORIALS

GUESS WE'RE SLIPPING—Our linotypes are busy running into metal the record of the Chicago Convention, so that you may have the pleasure, and profit, of reading the word for word sessions, at your leisure, and "on us." We expect to have it ready for you in our issue of February 20th—for it is a big job. So be patient.

* * *

Meantime, we are learning an awful lot from the many new Richmonds in this field of publication, these gallant, brave, young lances seeing and recording things at this year's Convention that older and supposedly more experienced conventionites completely missed or failed to evaluate. Hardly had we reached our desk, upon return from Chicago, when our 'phone asked us if we had an account of that Special Meeting of the leading canners, wherein they registered a definite and determined objection to the Presidents of the leading can companies meeting with them, viz: If the can companies sold the newly forming, and old formed cooperatives among canners (enjoying Government subsidies via the Farm Loan) they (the can companies) could not sell cans to them. We have not yet seen that report, any more than we saw any such meeting in Chicago.

* * *

An old recorder of these events, but with a recently appointed new head, says the attendance was off 30 per cent, failing, however, to specify what year was used as a comparison. This is of small consequence, except for the record. This was the sixth consecutive time that the Convention has met at Chicago, and with the exception of last year's attendance, which ran only about half of former figures, all the meetings exceeded 7,000 in attendance, or in other words, a total of between 32,000 and 35,000, exclusive of this year's, or an average of over 6,000 for each of the five previous Conventions.

In the Directory of Reservations, put out by the Hotel Stevens, many firms were mentioned as members of the N. C. A., when in fact they are not even canners. But taking it as it lays, without deductions for such firms, duplications or failure to take up reservations (and there were many) a counting of the list shows 261 N. C. A. firms and 430 other members. In the National Food Brokers Association listing, only firm names were mentioned, and there were 368 of these. Additional members present would undoubtedly swell this considerably, and give the brokers the credit they were generally accorded at the meeting: That is of having the greatest number present of any of the three Associations. Of Canning Machinery and Supplies Association members there were 95 registered as firms, with 360 additional representatives. There were 207 distributor firms registered with 31 additional members. That gives a grand total of firms and additional members of 1,752. There was no other registration than this—so it is the only thing that can be referred to. Of course, there were others who came later—too late to get into the printed directory; there were about 100 mayonnaise men, as many more pickle and kraut men, and possibly some more distributors and jobbers, etc., etc. This is not an argument. We merely want a record, and there you have it. Write your own ticket as to the number present.

* * *

"According to Secretary Fishback, of the National Food Brokers Association, brokers at the Conventions here did more business this year than they did in any recent years." That is quoted from one of these new food journals of which there is a decided epidemic just now.

The same journal "learned" of the formation of a $200,000 advertising fund; that the canners were not at all in favor of the use of "U. S. Grade A," etc., on the labels—and so on and so forth.

* * *

Well, guess we are getting old, can't see nor hear well any more; but if you expect anything like the above in our Convention report, you will be disappointed. They are not in the record as we have it, barring the last named reference to the "U. S." on labels. The canners as a whole want that, but *some* canners do not, under the impression that it would hurt their well advertised brands. But it would not—everyone of them could use the "U. S.," and it would help. Old stagers will recall that when the U. S. Food and Drugs Act—the Pure Food Law—was being debated in Congress, back in 1906, the canners along with all other food producers, were sure it would kill their business! You recall the story of the farmer who first tried to induce a calf to eat soft feed? He said he had to pull the critter's ears nearly out to get it up to the bucket; but once there he had to nearly pull its tail off to get it away from it. 'Tis ever thus!

The industry has joined in the cry to increase tariffs to a point which will offset the currency depreciation in other countries. Boy! There is a job for you. That surely will be a sliding-scale tariff, for the higher the tariffs go the poorer business (with the U. S. A.) will become in those countries now off the gold basis, and the poorer business the lower the money value. How can we catch up with that kind of a movement?

* * *

The trouble, of course, is that we remain on the gold basis; and so long as we stay there, those other countries must pay a premium to us if they buy from us. We are in the position of having a corner on gold —and we are making the others sweat. We use "we," but in fact it should read "the bankers" because our Government, nor any of the rest of us, profits from this premium. If we went off the gold basis France would be obliged to follow, and then all the world would be on the same footing as to gold, and payments and business would resume. The Stock Exchange, the other day, passed a resolution to permit the use of past due coupons from such foreign bonds as were nominally in default, but had in fact deposited the amounts of money required to pay the coupons in their local banks, waiting the time when the exchange rate became more equitable. In other words, they have the money to pay this interest on the bonds, but they refuse to pay the exorbitant, usurious exchange rate now prevailing for American money. So they have deposited the money in their own banks awaiting sanity on the part of our country. There are billions of dollars in such payments being held up; and none of those countries can buy any goods from us, for the same reason, and the loss in that way runs into even more billions. Yet, a man whom we hold in high esteem, talking while at the Convention, accused us of advocating the 16 to 1 silver question! We have never said anything about silver. Would he say that because England has gone off the gold basis (that wise old Lady of Threadneedle Street) that she is on a silver basis, or is advocating silver?

Where has our foreign trade gone? To England and to other countries off this gold basis, because men can afford to buy from them without being robbed. Here is a clipping from an English industrial and business journal, just at hand:

> "Money passed through the Manchester Bankers' Clearing House in 1932, amounted to £487,892,683, an increase of more than £21,000,000, compared with 1931."

That represents just one large manufacturing city in England, what must be the benefits in all other cities and provinces of that nation?

The bankers are getting fat on the premiums paid for gold, while all the rest of us are getting lean because both local and foreign business have gone away from us. England, the shrewdest money handler in the world, is getting back onto her feet because she is off the gold basis; the U. S. A., the vaunted leader of the world in business, is drying up, the depression continuing unabated, on the gold basis. Can't we learn by example or experience?

Possibly the following, taken from *Industrial Britain,* as was the above quotation, may bring closer home to you what England is doing, in her move off the gold basis—the finest, most effective tariff, possible against any country on the gold basis:

> "A record order for the Welsh tinplate trade, estimated at a million boxes and worth about £700,000, has been secured from Canada by a South Wales firm.
>
> "The contract has been placed with Messrs. Richard Thomas & Co., Ltd., by the American Can Company, which operates canneries at Montreal and Vancouver, and is an advance on previous annual orders by more than 400,000 boxes.
>
> "Messrs. Richard Thomas are among the largest manufacturers of steel and tinplate in Britain, and control 20 tinplate works in South Wales, in addition to six iron and steel plants, with a normal establishment of 13,000 workers.
>
> "Delivery will be started early in the new year, and already the effects of the contract are being reflected in increased activity in local industrial circles.
>
> "The order will be shared betwen the Llanelly and Swansea works of the firm and its associated company, the Grovesend Steel and Tinplate Company.
>
> "The company's decision to restart the Cwmfelin steelworks at Swansea, which has been idle for three years, is no doubt one of the results of the new business. Four out of six furnaces are to be re-lit, providing employment for some 300 workmen.
>
> "Greater activity is also anticipated at the firm's South Wales colleries during the next few weeks.
>
> "At present the joint companies have 114 mills in operation, capable of an approximate annual output of 6,000,000 boxes of tinplate. The new order therefore covers one-sixth of their capacity.
>
> "Other tinplate works in the area are also showing signs of increased activity, while further progress is expected through increased demand for the home canning industry."

We will go off the gold basis ultimately, but why not before we are bled white and it is too late?

THE CANNING TRADE

PUBLISHED EVERY MONDAY BY

THE TRADE COMPANY

ARTHUR I. JUDGE, *Manager and Editor*

107 South Frederick Street, Baltimore, Md.

Telephone Plaza 2698

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Food Packers* of the United States and Canada. Now in its fifty-fifth year.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

Address all communications to THE CANNING TRADE, BALTIMORE, MD. ARTHUR I. JUDGE, *Editor.*

TERMS OF SUBSCRIPTION

One Year	$3.00
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On More and More Tables...

CANNED PINEAPPLE

DAILY, for Health!

It is not too early to acclaim the rise of a new national habit —a habit that will increasingly benefit everyone connected with the pineapple industry—broker, jobber, retailer.

Recent food research revealed surprising facts about Canned Pineapple. These facts are being spread far and wide by a thorough-going educational campaign sponsored by the pineapple industry. Every consumer is learning: *For all-around health benefits, eat Canned Pineapple with one meal a day.* Already, a swelling tide of public response is in evidence.

It is safe to predict that the year 1933 will see consumption through grocery channels steadily increased. Every outlet —bakeries, restaurants, soda fountains, hospitals, confectionery stores—will use more pineapple.

Any further information regarding the dietetic findings and the opportunity they afford the trade will be furnished on request.

Advertising Committee

PINEAPPLE PRODUCERS COOPERATIVE ASSOCIATION, LTD.

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By CROP EXPERTS.

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Crop Pest Control » Growers' Problems

WHAT OHIO CANNERS CAN DO TO MAINTAIN AND IMPROVE THEIR REPUTATION AS CANNERS OF QUALITY VEGETABLES

By H. D. Brown

IT is no doubt a little presumptious to attack the problem indicated in the above title. Obviously only a few of the most important phases of the problem can be considered.

Authorities are inclined to believe that canned vegetables will, in spite of slight inroads made by the increased use of fresh, frozen and dehydrated vegetables, still remain the most important source of vegetables during the winter months in temperate regions. Ohio canners are bound to play an increasingly important part in providing those canned vegetables. Ohio is located near most all of the large centers of consumption. This will be an especially important advantage as long as the freight rate alone will make it unprofitable to ship canned vegetables long distances so long as the sales prices remain low.

Fortunately, Ohio climate and soils are especially favorable for the production of most vegetables which are canned. With the exception of peas it is possible to produce just as high quality vegetables in Ohio as in any other state of the Union. And occasionally the weather man is especially kind to Ohio growers so that the quality of Ohio grown peas is superior to those grown by our competitors in the Northern States.

A study of the yield records and quality secured in different regions of the state indicate, however, that certain regions in Ohio are more favorable than others for the production of quality vegetables. Far too little is known about this subject which has until lately received little or no attention.

For example it is known that the yields and quality of tomatoes grown near Lake Erie and in certain parts of Mercer, Anglaize, Shelby, Van Wert, and Darke counties are on the average better than that of tomatoes grown in other counties of the state. This is true in spite of the fact that the rainfall during the growing season in these counties is on the average (25 year average) three to six inches less than that in the other counties of the state. It is more than likely that the lack of rainfall and cool nights are responsible for the greater yields and higher quality. It is certainly common knowledge, supported by experimental data, that tomatoes contain less moisture and more total soluble and insoluble solids if they are grown on dry rather than on wet soils. It is also possible that tomato foliage is less infected by diseases in the drier and cooler regions of the state. At least our knowledge of the two most important tomato leaf spot diseases would lead us to suspect that such is the case. More observations should be made to verify this suspicion. If either one or both of the above assumptions are correct it would follow that the regions of Ohio which receive but slightly less rainfall and have cool nights would also be fairly well suited for tomato culture. Observations and records indicate that Franklin county and the region between Mercer county and Lake Erie are in fact good tomato producing areas and do receive but little more rainfall than the slightly more favorable areas already designated.

It would be logical to assume that other vegetables whose cultural requirements are similar to those of tomatoes would also thrive in the regions favorable for tomato production. As a matter of fact the meager available records indicate that these regions are especially suited for cucumber, bean, and pepper production.

Another group of vegetables commonly canned in Ohio, including cabbage, and peas thrive best during cool rather than warm weather and certainly need an abundant supply of moisture for their best growth. The temperature factor for these crops is probably more important than the rainfall. Thus peas and cabbage are generally more successful in Wisconsin than in Ohio. The lake region in Ohio is, however, especially suited for summer and fall cabbage production because of the cooling effect of the water in the lake. If cabbage is grown when the rainfall is inadequate it is reasonable to assume that slow rather than quick growing varieties should be selected. This provides a longer growing season, a part of which is likely to be favorable for cabbage culture.

A little more is known about cultural practices which influence the yield and quality of vegetables grown for canning. In Ohio we know more about the cultural requirements of cabbage because of the researches financed by the National Kraut Packers Association. These researches indicate that the choice of soil is more important than any other factor in cabbage production. This simply illustrates the truth of the statement that "the cheapest way to secure a good crop is to grow it on soil that will produce a

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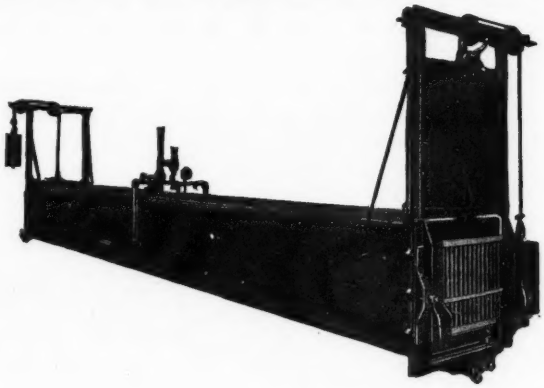

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good crop." Such soils contain ample fertility so that it is not necessary to add large amounts of fertilizers, they are properly drained and yet retain sufficient moisture to mature a crop in dry seasons, they contain sufficient sand or organic matter or both so that they can be plowed without destroying their desirable physical properties and the soil acidity reaction is slightly acid to slightly alkaline as this reaction is best for the cabbage plants and at the same time helps in the control of cabbage club root. Mr. Wadleigh finds that many fertilizer applications produce little or no profitable returns because one or more of these other factors limits the growth of the crop. Several growers have placed tile drains above hard pans which were less than three feet in depth. Obviously the crops on these soils were near total failures during the last few dry seasons. Such a system could, however, if properly installed be used very satisfactorily for subirrigation provided an adequate and cheap supply of water is available. This utilization of a combined drainage and irrigation system is a possibility that should not be overlooked. Many soils were plowed when they were too wet and as a result were cloddy. It is almost impossible to secure a good stand of transplanted seedlings in such soils. Moreover such soils are difficult to tell as long as the clods persist.

Mr. Wadleigh found that cabbage grown without an adequate supply of potash produced poor quality kraut and that an excess supply of nitrogen also tended to produce cabbage which made poor kraut. A lack of or an excess of phosphates did not seem to influence the quality of the kraut although the yield in the Fremont section was usually greatly reduced due to the lack of this fertilizer. In the past it has been generally assumed that high yields are always associated with high quality. These researches indicate that such is not always the case. More information of this nature should be gathered for all the other vegetables which are canned in Ohio. It was for this purpose that an elaborate fertilizer test was started at Columbus in 1930. If it is possible to continue these tests it is hoped that we will not only be able to determine which vegetables show various starvation symptoms first but to also make tests of the canning quality of these vegetables from year to year as they reach various stages of these symptoms. These tests can then be made from crops grown at Columbus and thus eliminate the cost of locating plots and growing crops on widely scattered areas throughout the state. I am happy to report that it was possible in 1932 to preserve these plots and to secure some records even though our funds for this purpose have been greatly curtailed. Credit is due to Swifts Fertilizer Company and to the N. V. Potash Ny. for furnishing the fertilizers for these plots.

It is already apparent from these results that spinach and beets are very sensitive to the soil fertility supply. Spinach yields have been limited by both the nitrogen and potash supplies and beet yields have been noticeably reduced by a lack of potash. Although our records are not conclusive it seems that peas are poor foragers for potash. It has recently been proved by the New York Experiment Station that calcium and not potassium is responsible for the hardening of peas.

Mr. Wadleigh also found a number of other factors which influenced the yield of cabbage. In a number of instances he found growers who were not using yellows (Fusarium) resistant varieties and as a result suffered a total crop loss. The development of yellow's resistant varieties of cabbage is an outstanding example of one scientific effort which has saved an industry for Ohio. It would seem that every kraut packer and farmer should be familiar with these researches and know that resistant varieties are available.

In a number of instances cabbage yielded poorly because of the temporary deleterious effects of previous crops. Cabbage and other leafy vegetables grow poorly when they follow grass and timothy sods and wheat or oats. It is definitely known that these crops decompose slowly and that the organisms which bring about this decomposition compete with the cabbage plants for the available nitrogen. The obvious remedy is the application of available nitrogenous fertilizers as needed.

It is obviously impossible in the limited time available to describe in detail the cultural practices which influence the quality and yield of all vegetables grown for canning. A few of the most important will be mentioned.

If plants are used make sure that they are free from disease and insect pests, that the variety is suitable for the locality, and that they have been properly grown. The only way to make sure of all of these points is to grow your own plants. Unfortunately home grown plants are more often than not grown improperly. It takes a trained grower to grow them properly in Northern climates. Southern grown tomato plants are, in spite of transportation difficulties, often better than home grown plants. If Southern grown plants are used make sure that the plants are not infected with Fusarium wilt or nematodes. All plants should be certified by government officials as being free from these pests. Southern grown cabbage, celery, and onion plants are likely to go to seed rather than producing edible parts. This is due to the fact that these plants produce seed if they are exposed for periods of from 20 to 40 days to a temperature of 40 to 50 degrees F. Never set plants that are diseased or infested with nematodes or insects. Spindling plants and tomato plants which have no lateral branches have been grown under crowded conditions.

The growing of plants is discussed in Ohio State University Extension Bulletin No. 103 and the culture of tomatoes including plant growing is included in bulletin 114.

The roots of seedlings should always be set in contact with moist soil and the soil well firmed to prevent drying. Do not allow the plants to wilt. Avoid injuring the plants. Injury of tomato seedlings is almost sure to spread diseases.

If golden bantam corn is grown be sure to use golden cross bantam. The Indiana Baltimore and Marglobe varieties of tomatoes are recommended. Use Marglobe on wilt infested soil. Tests at Columbus last summer indicate that the Perfection, Onward and

Producer varieties of peas are worthy of a trial. The King of Denmark variety of spinach is generally used in the spring, but the Virginia Savoy or Old Dominion varieties should be used if a fall crop is grown.

In order to secure maximum yields sweet corn should be planted closer than field corn. This is especially true of the smaller growing varieties. Hills in check rows should not be farther than 36 inches apart and 30 inches is better for Golden Bantam. If the land is free from weeds a better yield can be secured from drill rather than hill planted seed. This gives each plant a better chance.

The fertilizer needs of soils are being determined more often by quickly made soil tests and by observing the types of growth made by plants. In this way many superfluous applications can be avoided. The foliage of plants starved for nitrogen is yellowed and the plants are stunted. Nitrogen starvation symptoms can be confirmed by the diphenylamine test. Plants starving for phosphorus are stunted and usually have dark green foliage. Plants starving for potash have brittle stems, the edges of the leaves are bronzed or burned, the leaves are often speckled, tomato fruits are puffy and poorly colored and cucumber fruits are constricted at the stem ends. Phosphorus and potassium starvation symptoms can be readily confirmed by quickly made chemical tests.

At our canners school which will be held at Columbus this year on February 15 we will illustrate these tests, using plants which show nitrogen, phosphorus, and potassium starvation symptoms. All the important vegetables which are canned will be included in this demonstration. The utilization of these tests and the systematic classification of each farmer's soil should enable growers to economize on their fertilizer bill and at the same time deliver better quality vegetables to the canner.

It can be proved by almost countless examples that the chief concern of the individual who grows fresh vegetables for sale is the production problem. Average yields are at least doubled and more often quadrupled by the better growers. Crops are often grown which the average grower is unable to grow. It is often estimated that at least 90 per cent of the problems confronting market gardeners are production problems. This is also true of the farmer who grows vegetables for sale to canning companies.

There is, however, one vast difference between the methods used in purchasing fresh and canned vegetables. In the first instance the buyer usually sees and feels the vegetables before making any purchases. In the latter instance the purchaser must except in relatively few instances, rely on the labeled descriptions which unfortunately are in many instances misleading to say the least. There are quite a few men in the canning industry who believe that this practice destroys the demand for fancy packs and that one remedy would be that of packing less fancy and more extra standard and standard vegetables. Certainly governmental grading should be carried further than at present if fancy packs are desirable and is distributers continue to misrepresent their products.

The grading of the raw stock is certainly a big step in the direction of quality canned vegetables. In addition it places all growers on the same basis and lessens the canners labor bill per unit of production. There is little doubt but that as time goes on the value of grading will increase. There is still much room for the elimination of soft red ripe tomatoes even though they in every other respect appear to be first class tomatoes. Several days ago we offered three lots of red ripe tomatoes for sale in our vegetable market. They all appeared the same except that one lot was wrapped in celophane. One lot had been grown on healthy vines and were firmer than the average tomato. This lot was priced at 15 cents per pound and was the best seller. The celophane wrapped lot was priced at 11 cents and the similar unwrapped lot at 10 cents per

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pound. The wrapper did not help sell the product. The customers made their choice primarily by feeling the tomatoes. I believe the 15 cent tomatoes were the best buy. Gardeners frequently plant an early and a late crop of tomatoes in order to have firm red ripe tomatoes throughout the summer. It has been proved that the soft red ripe tomatoes are also undesirable for canning purposes. Professor Hauck has also proved that tomatoes held for one and one-half days after delivery shrunk 5.5 per cent in weight and were almost wholly unfit for use. This emphasizes the necessity for canning tomatoes as soon as they are received. Furthermore, canners should not attempt to use culls. Under the graded system they pay nothing for them. If they turn around and use them they certainly can not justify themselves in the eyes of the farmer, and it is questionable if any profit can come from such practices.

The need for grading other vegetables has also been demonstrated. It is even more important to get peas and sweet corn in the can quickly than it is in the case of tomatoes.

MANUFACTURING PRACTICES—It is still possible under prevailing manufacturing practices to spoil perfectly good products by faulty canning technique. Manufacturing problems have received too little attention by our experiment stations. Accurate and up-to-date recommendations are given by the N. C. A. for processing times and temperatures. The need for quick cooling is realized but there is still need for much improvement along this line. The value of vacuum processing and vacuum sealing is apparent especially for the concentrating of fruit juices, but the exhaust creates sufficient vacuum for practical purposes in the vegetable canning business. Care should, however, be taken to avoid undue exposure of vegetables to air after the cells have been ruptured by preliminary processing practices. The wilting of cabbage and spinach prior to canning is a problem of this nature that needs further study.

Of course great care should be utilized to keep mould and bacterial counts as low as possible. This necessitates not only good raw products but also adequate steam for cleaning pipe lines and also lines that can be cleaned easily.

Ample supervision should be provided for an adequate peeling force. To check on their efficiency it is advisable to cut and examine samples frequently. Samples can also be drawn and sent to government officials in Cincinnati or Cleveland for grading.

It is obvious that the most important problem in securing high quality canned vegetables rests with the producer of the raw product. The big problem is how are we going to get the story to the farmer. Mr. Lancashire has published a bulletin on tomato culture. This can be secured by the farmers. Publications of this sort are thoroughly read by but a small percentage of the growers. Meetings, especially banquet meetings, are valuable. Actual demonstrations of various cultural practices are probably the most effective but only a few can be reached by this method. Mr. Lancashire will, however, do as much as he can in providing such demonstrations. All such activities should be arranged through your local county agent. If no agent is available get in touch with Mr. Lancashire directly. Mr. Lancashire also has a series of letters prepared which contain many helpful suggestions. These can be mailed to the farmers who are interested.

It has been suggested that the canners take pains to conduct farmers through their factories so they can see for themselves the intricate processes which are involved and come to realize the importance of quality raw products and see the tremendous losses resulting from the use of inferior raw products.

BEET PACK — 1932

THE following tables show the pack of beets in the United States during 1932, expressed in actual cases as compared with the actual cases packed in 1931 and the production in 1932 by can sizes as compared with the production by can sizes in 1931.

State	Actual Cases 1931	1932
California	*	*
Colorado	*	*
Indiana	39,829	66,325
Maryland	*	36,589
Michigan	109,144	84,060
New Jersey	87,412	9,501
New York	217,279	295,234
Ohio	*	*
Oregon	32,144	29,754
Tennessee	*	62,197
Utah	34,143	1,246
Washington	*	38,518
Wisconsin	578,394	238,762
All Other States	223,474	20,766
Total	1,322,187	882,952

* Included in "All other states."

PRODUCTION BY CAN SIZES

Size of Can	Cases 1931	1932
48 No. 1	20,616	4,083
24 No. 2	480,126	449,270
24 No. 2½	485,364	288,911
24 No. 3	16,470	9,758
6 No. 10	259,761	130,364
48 No. 55	19,352	566
Miscellaneous	40,498	.....
Total	1,322,187	882,952

THE BOOK YOU NEED ! !

"A Complete Course in Canning."

5th Edition *386 Pages* *Price $10.00*

Published by THE CANNING TRADE.

QUARTERLY CANNED FOODS STOCK REPORT FOR JANUARY 1, 1933

By the Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., January 28, 1933

THE following figures collected at the request of the industry and trade by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce compare stocks of seven principal canned foods in the hands of canners and distributors on January 1, 1933, with those held by the same firms on October 1, 1932, and on January 1, 1932.

The figures are not total stocks for any item, but represent the change in holdings based upon a cross section of the canners and of the distributors and are therefore representative of conditions in the industry and trade.

Canners' stocks with the exception of tomatoes, were substantially under those of a year ago. Tomato stocks on January 1, 1933, were 3 per cent larger than a year ago, reflecting the very short pack of 1931.

The percentage changes in canners' stocks between October 1, 1932, and January 1, 1933, represent movement only in the case of peas and peaches. Only a small amount of pineapple is packed during the fourth quarter, but considerable quantities of corn, beans, tomatoes, and pears are canned subsequent to October 1.

Distributors' stocks of these seven items were 4.5 per cent higher than those of a year ago. Holdings on October 1, 1932, were 7.6 per cent under October 1, 1931. July 1, 1932, stocks, were nearly 16 per cent below those of July 1, 1931.

Distributors' stocks of the three fruit items combined were 20 per cent above those of January 1, 1932, while the four vegetable items combined differed only fractionally from stocks of a year ago.

COMPARISON OF STOCKS OF SEVEN CANNED FOODS IN CANNERS' HANDS

(Based on reports from the same firms for each date)

(Cases All Sizes)

Commodity	No. of firms reporting	Representative Stocks, Sold and Unsold		Decrease, Jan. 1, 1933, Compared with Jan. 1, 1932	
		Jan. 1, 1933	Jan. 1, 1932	Amount	%
Peas	121	4,381,133	5,961,926	1,580,793	27
Corn	149	7,179,859	9,069,473	1,889,614	21
Tomatoes	248	4,352,303	4,231,101	121,202*	3*
Green and Wax Beans	159	2,293,897	2,966,611	672,714	23
Peaches	41	3,318,214	5,583,849	2,265,635	41
Pears	43	1,558,841	1,683,377	124,536	7
Pineapple	7	3,805,795	5,430,851	1,625,056	30

(Cases All Sizes)

Commodity	No. of firms reporting	Representative Stocks, Sold and Unsold		Decrease, Oct. 1, 1932, to Jan. 1, 1933	
		Jan. 1, 1933	Oct. 1, 1932	Amount	%
Peas	121	4,381,133	6,032,354	1,651,221	27
Corn	149	7,179,859	9,036,660	1,856,801	21
Tomatoes	248	4,352,303	821,061†	‡	‡
Green and Wax Beans	159	2,293,897	2,824,570	530,673	19
Peaches	41	3,318,214	4,824,325	1,506,111	31
Pears	43	1,558,841	1,525,409	33,432*	2*
Pineapple	7	3,805,795	4,812,936	1,007,141	21

STOCKS OF SEVEN CANNED FOODS IN HANDS OF 460 DISTRIBUTORS

(Based on reports from the same firms for each date)

(Cases All Sizes)

Commodity	Representative Stocks		Percentage Change, Jan. 1, 1933, Compared with Jan. 1, 1932	
	Jan. 1, 1933	Jan. 1, 1932	Increase	Decrease
Peas	1,085,952	979,959	10.8	.....
Corn	1,118,997	1,162,608	.....	3.7
Tomatoes	1,310,131	1,320,228	.....	0.8
Green and Wax Beans	506,689	563,516	.....	10.1
Peaches	749,414	568,915	31.7	.....
Pears	190,341	184,418	3.2	.....
Pineapple	515,075	459,294	12.1	.....
Total, Above Seven Items	5,476,599	5,238,938	4.5	.....

(Cases All Sizes)

Commodity	Representative Stocks		Percentage Change, Jan. 1, 1933, Compared with Oct. 1, 1932	
	Jan. 1, 1933	Oct. 1, 1932	Increase	Decrease
Peas	1,085,952	1,304,055	.....	16.7
Corn	1,118,997	1,277,573	.....	12.4
Tomatoes	1,310,131	1,122,736	16.7	.....
Green and Wax Beans	506,689	591,865	.....	14.4
Peaches	749,414	541,183	38.5	.....
Pears	190,341	141,513	34.5	.....
Pineapple	515,075	507,518	1.5	.....
Total, Above Seven Items	5,476,599	5,486,443	.....	0.2

* Increase.

† Does not include any 1932 pack.

‡ A movement comparison for tomatoes is impossible in this report due to the collection of old pack stocks only on October 1, 1932.

MRS. DANIEL G. TRENCH DEAD

CONVENTION time seems always to bring the loss of some notable figure in the industry—and this year it was Mrs. D. G. Trench, widow of Daniel G. Trench for years one of the most prominent figures in the canning machinery business. Mrs. Trench died Wednesday afternoon, January 25th. She had been in rather poor health for some time, but was not thought to be in danger.

Mrs. Trench was a frequent Convention visitor with her husband, and since his death, as principal owner of *The Canner*, she has been more active in the affairs of the industry. Mr. R. T. Poor, now one of the business managers of *The Canner*, is her son-in-law. She was buried Friday, January 27th, at 3 P. M.

CANNERS' CONVENTIONS

NOTE—Secretaries will help their meetings and render a real service to all interested by keeping this column well and accurately posted. Send full information as to date and place of meetings.

FEBRUARY 7-8, 1933—Tennessee Canners, Hotel Andrew Jackson, Knoxville, Tenn. Annual.

FEBRUARY 22-23, 1933—Virginia Canners, Hotel Patrick Henry, Roanoke, Va. Annual.

BETTER PROFITS

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

AN old subscriber writes:

"Among all your articles advocating the accompaniment of sales with merchandising ideas, you seem to have failed to mention one not always used but unusually effective when employed. I refer to leaving the thought of mass display of your products with the buyer. Why not devote at least one article to this phase of merchandising?"

Thank you, old-timer, your suggestion is timely. In a recent issue of the newest grocery trade paper we find a lengthy article describing a new and mighty grocery market occupying space in the old Durant plant, just outside of Elizabeth, N. J., and on the main thoroughfare between Newark and Elizabeth. I have not seen this but I am certain the large volume of sales being made weekly in this market are enhanced by mass displays. Many years ago, the leading department store in Toledo, Ohio, made history in its grocery department. It did this by selling a carload of pancake flour in a remarkably short length of time. Cases were emptied helter skelter, a huge pile of pancake flour cartons were jumbled together on the main floor of the store where no one entering could possibly miss the display. As a result, merchandising history was made.

One of the smaller, lesser known serve-self types of retail groceries has always been distinguished by the arrangement of floor stocks. Apparently no effort has been spared by the management in piling goods out of the shipping containers and off the shelves. The customers in stores of this company have to wend their way between piles of canned foods, sacks of flour, crates of eggs, piles of oranges, etc. The largest and oldest serve-self type of grocery store is being opened now in de luxe stores and in one of the largest, dozens and dozens of tables, all fitting together have been provided for display. Today you will find one arrangement of tables, next week another. The store management seeks novelty in display, it avoids monotony.

Twenty years ago emigrant grocery clerks in the employ of Eighth Avenue, New York City retail grocers spent long hours carrying case after case of canned foods to the sidewalks in front of the stores where they worked. Today clerks of leading chain stores follow the same practice. Mass display has always been an effective means for moving goods. It always will be. Enter any cash-and-carry wholesale grocery salesroom and you will be impressed with the display of goods which greets you.

As our correspondent writes, however, mass display of canned foods is often neglected. Here's a job for good salesmen of canned foods in 1933.

At every opportunity, urge the display of canned foods in large amounts. More window displays have been spoiled or rendered quite ineffective by the failure of the window dresser to employ enough stock while dressing the window than have been spoiled in effect by placing too many cans of goods in them. As for counter displays, the writer stood, on Thursday, by a counter in a food department where a single carton of a specialty was standing among other articles grouped in large numbers. The buyer remarked that the sample referred to had been sitting there for a week or two and no one had asked for it or its mate. If it is ever asked for, I shall be very much surprised. If you disagree with me, ask your friend in the grocery store, on the main corner in your town, to make a nice display of say ivory soap, four or five cases; and along side of it have him place a half dozen cans of fancy two sieve early variety of peas. Let him price each fairly at bargain prices. Then note how long it will be before the six cans of peas are sold. A week or two later have him reverse the proceedure, placing a large display of canned peas and a half dozen bars of ivory soap in the same approximate locations. You will soon see the sales movement of the items in question reversed also.

Every canner sells enough of his pack to those in a position to take immediate advantage of sales and display ideas so that he can do a lot toward increasing his sales and good will by passing these ideas for mass display selling on to those who will make use of them. In these days of small orders, point out to buyers for wholesale grocers that they should stress in Saturday sales meetings the value of mass displays, and in turn secure larger orders from retailers who are impressed with the admonition they make a generous display of the merchandise offered for this purpose. In all your contacts with the chain store buyers as well as those in wholesale grocery houses, talk about displays, large ones making an imposing show of goods. It is quite possible 1933 will see some drastic

reductions in newspaper advertising by both classes of grocery products distributors. Even today, more and more handbills are being distributed by leading retail grocers. Certainly adequate displays of at least the merchandise featured on the handbills must be made.

If only fifty of our readers will adopt our suggestion regarding better and larger displays of canned foods during the coming year, we will see a great deal more canned food displays than we have been noticing during the past few weeks and months. In your campaign, do not lose sight of the value of the "out in front of the store" display. Suppose some chain store system of even only fifty or sixty retail stores that have not been making sidewalk displays should take up the idea some Saturday in a city of from seventy-five to one hundred thousand? Don't you suppose they will sell a great many more cases of canned foods than they will if they continue displaying them only on the counters and in the windows?

You bet they will!

Clothing merchants on Hester Street, New York City, during the gay nineties, hung hanger after hanger of suits, old and new, before the store allowing the passerby to see and feel the merchandise. The housewife of today is just as anxious to see what she expects to buy as were our fathers intent on buying bargains in ready-to-wear clothing. Our job in 1933 is to persuade more of our customers to make more and better displays of our pack.

If your sales plans are ambitious enough to allow for any printed or lithographed display material, well and good. Employ all you can, distribute it freely. If you have not been able to furnish display material to supplement your labeled goods ready for sale, do not give up the idea of urging your buyers and their distributors to make more and better displays of your goods.

Let's not stop there but work for bigger displays as well.

Advocate all forms, shelf, counter, by the cash register or wrapping counter, window and island displays on tables in the center of the store or even in piles from the floor toward the ceiling. And last but not least, urge whenever you can, that retailers handling your line display as many items as possible in front of the retail location where they are to be purchased.

You may be able to help out especially valued customers by furnishing them with dummy cans of your products, labeled and soldered lightly together. If you do this, be careful to check these displays often and as soon as their labels are the least soiled or shelf worn, see to it that they are replaced by fresh ones.

Work for bigger, better displays of your line in 1933.

Other things being equal, the retail store displaying twenty cases of your goods on a Saturday stands a much better chance of selling ten cases than does the store showing about twenty cans somewhere in a single window.

Urge your distributors to show your line in the mass. The bigger, the better!

CANNERS' SEEDS

PEAS
BEANS
CORN
BEET
TOMATO

Everything for
CANNERS
PICKLERS

BEST STOCKS
BEST PRICES

Catalogue on Request

F. H. Woodruff & Sons
Milford, Conn.
Also—Toledo, Ohio Atlanta, Ga.

ARTISTIC LABELS

PLAIN.
VARNISHED.
EMBOSSED.

THE
SIMPSON & DOELLER
CO.
BALTIMORE, MD.

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale — Machinery

FOR SALE—Homogenizers and viscolizers; sizes 100, 200, 300, 400, 800 gal. All machines entirely rebuilt. Write for prices and specifications.

Otto Biefeld Co., Watertown, Wis.

FOR SALE—One Nested Pea Grader. Just overhauled and in good running condition. As we are changing our grading system will dispose of this Grader at a very reasonable price.

Address Box A-1902 care of The Canning Trade.

FOR SALE—One No. 1 and one No. 2 Knapp Labelers, recent models, in excellent condition.

Address Box A-1895 care of The Canning Trade.

Wanted — Machinery

WANTED—Quotations desired, together with full description covering line of pea, tomato, and corn machinery. Willing to pay spot cash for the right goods at right prices.

Address Box A-1903 care of The Canning Trade.

For Sale — Tomatoes

FOR SALE—Two cars of strictly whole tomato pulp, in five gallon cans. This pulp is of fine flavor and good color, and guaranteed to comply with the National Food Laws.

W. L. Jones Food Co., Pemberville, Ohio

For Sale — Factory

FOR SALE OR LEASE—Tomato Cannery, practically new buildings and equipment, assured acreage. Cash or Terms.

Twin Groves Canning Co.
Carl Junction, Mo.

FOR SALE—A canning plant in Northern Michigan fully equipped for cherries, corn, beets, pumpkin, squash and carrots. Acreage easily procured and help plentiful. A real bargain if taken within 60 days. Anyone interested communicate with

F. M. Malone, Central Lake, Mich.

FOR SALE—Modern, well-equipped Caning Factory in Farmingdale, New Jersey. Suitable for the manufacture of ketchup and other tomato products, horseradish, mincemeat and cranberry sauce. Located in the heart of the famous New Jersey Tomato Belt and Cranberry District. Further information upon application to

Harry E. Newman, Thompson Bldg.,
Lakewood, N. J.

Situations Wanted

POSITION WANTED—As Superintendent-Processor; 10 years experience in fruit and vegetable lines. Can furnish best of references. Will also consider taking full charge of a factory on a salary or percentage basis.

Address Box B-1893 care of The Canning Trade.

POSITION WANTED—By Factory Superintendent. Married, age 42. Packs full line of fruits and vegetables: expert on Dills in barrels. Knows the game from the field to finished product. This man is factory installer, machinist, firemen and Double Seamer Operator. Will consider position in town or city on moderate terms. Best of references.

Address Box B-1897 care of The Canning Trade.

WILLING to invest moderate amount of capital with services in established canning business. Perferably a modest size concern looking towards future development. Experienced in modern production and sales work.

Address Box B-1896 care of The Canning Trade.

POSITION WANTED—As Superintendent or Manager of canning plant. 20 years experience canning vegetables, fruits, pork and beans and ketchup. Proven ability as to quality and low cost.

Address Box B-1900 care of The Canning Trade.

Help Wanted

WANTED—Chemist for food plant, short distance from New York, manufacturing jellies, preserves and tomato products. Applicant should be familar with modern laboratory control methods and general manufacturing practices. Good opportunity for right man after demonstrating ability. Answer giving experience and salary expected.

Address Box B-1898 care of The Canning Trade.

WANTED—Superintendent for Eastern plant manufacturing varied lines of food products, most important of which are tomato juice, tomato ketchup, jellies, preserves, olives. Small salary to start, but opportunity to create position of importance. Give details, past experience in application and salary expected.

Address Box B-1899 care of The Canning Trade.

WANTED—Traveling Salesman with experience in brokerage business.

Address Box B-1901 care of The Canning Trade.

POWDERED APPLE PECTIN

SPEAS-NUTRL-JEL

NEUTRAL IN COLOR AND FLAVOR

Write or Wire for Samples and Prices

SPEAS MANUFACTURING CO.

Kansas City, Mo.

Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

SMILE AWHILE

There is a saving grace in a sense of humor.
Relax your mind—and your body. You'll be better mentally, physically—and financially.
SEND IN YOUR CONTRIBUTION.
All are welcome.

HERE'S A THOUGHT

"Mom," said the little daughter of the grass widow who was planning to marry a grass widower.

"What is it, dear?" asked her mother.

"Do you get this daddy cheaper because he is second hand?" she inquired.

- - -

WE'VE SEEN 'EM

Editor—To be quite candid, I can't make out this drawing at all.

Temperamental One—Drawing! That isn't drawing, that's writing.

- - -

FOLLOW THE SIGNS

Conductor—Can't you see the sign, "No Smoking"?

Sailor—Sure, mate, that's plain enough. But there are so many dippy signs here. Looka there, one says, "Wear Nemo Corsets." So I ain't paying attention to any of them.

- - -

NOT SO DUMB

Duck—Let's have a race across the pond.

Rooster—I will if you let me set the time.

Duck—All right, any old time suits me.

Rooster—Very well, we'll wait until the next zero snap, when the pond is frozen over.

- - -

APOLOGIES

"Do you call that a veal cutlet?" he demanded of the waiter. "Why, such a cutlet is an insult to every self-respecting calf in the country."

The waiter hung his head and said, in a tone of apology: "I didn't intend to insult you, sir."

- - -

FORMULA

For success, keep your eyes open and your mouth shut.

For eating grapefruit, reverse the process.

- - -

TIME TO SPEAK

Timid Wife (to husband who has fallen asleep at the wheel)—I don't mean to dictate to you, George, but isn't that billboard coming at us awfully fast?

- - -

RUBBING IT IN

After the fall of the Herriot government, an American, registered at a de luxe Paris hotel, approached the boniface with his bill in his hand and asked:

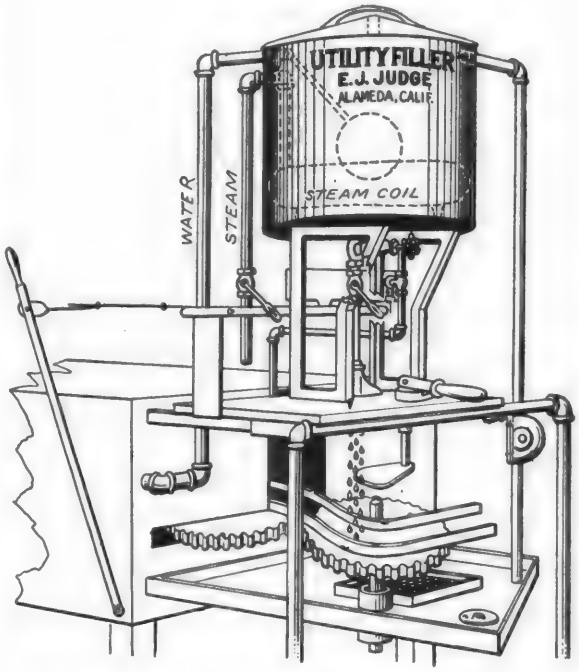
"Am I on the American or European plan?"

"On the European plan, of course," the hotel man replied.

The American smiled and commented, "then I don't pay, eh!"

General Utility Filler

For Water, Brine, Syrups and Tomato Juice.



Fills any size of Can—full or Topped off.

Tip governs Head Space.

Steam Coil keeps liquid hot.

Automatic Valves—flow stops when cans stop.

Speed—any number of Cans Per Minute.

Dimensions: 34 " high from Conveyor or Disc. Width and Length 20 " .

Drip Pan Catches spill—Pump returns spill to tank.

Drip Pan and Pump extra—Have to be made to suit Can Conveyor.

Float Valve Tank & Valves of Brass or Bronze.

Fits in any line.

Will give good Vacuum if liquid is filled hot.

Fool Proof—Low Cost—No Upkeep.

E. J. JUDGE

Syrupers, Clutches, Timers,

P. O. Box 238 Alameda, Calif.

Canadian Agents
Canners Machinery Ltd., Simcoe, Ont. Can.

"FRIDAY, DID YOU EVER EAT CANNED FOOD?"

HEEKIN CANS

plus HEEKIN PERSONAL SERVICE

ROBINSON CRUSOE never knew the luxury of canned fruits or vegetables—yet, on his far off island, he hungered for these foods long before modern canneries shipped canned foods into every corner of the earth.

Heekin Cans, plus Heekin Service, are well known throughout the industry. Every consideration is given the canner in the solution of his problems—every effort made to co-operate with him. Service has built our business and it is growing every year. May we serve you? The Heekin Can Company, Cincinnati, Ohio.

THE MARKETS

IN LEADING CANNED FOODS CENTERS

WEEKLY REVIEW

The Bottom of Prices Has Been Reached and They Will Move Upwards—Future Buying Seriously Considered—Some Price Changes—Outlook Brighter.

AWAKENING—The market is awakening to the fact that retail canned foods prices can be driven down so low as to be a real detriment to consumption. There are lots of fine quality goods selling far below the cost of production, and housewives realize that—cannot understand how such goods can be produced and sold so cheaply, even under present depressed price conditions, and they are hesitating. Only this week chain stores put on sale fine quality apple sauce in No. 2 cans at 2 cans for 13c, and the ladies know that they cannot produce a full pint of fine apple sauce for 6½c, to say nothing of the cans, labels, etc., and they have asked us if there is anything wrong with the goods! You know that the retailers are making a good profit at this price of 78c per dozen, when the goods actually sold from the canners at 55c and 60c, a murderous price and utterly uncalled for, but they do not know that. It is too cheap, and the low price is hurting its sale. No good housewife would object to paying 10c for such a can.

And this is leading to further studies. Some of the cheap, chaff-like corn offered at 5c per can, and hard mature peas at 4 cans for 25c, expensive at any price, are causing these same little housewives to avoid them as worthless. As one said "It is cheaper to pay 10c or even 15c per can for good corn or peas because they are eaten, than 5c per can for stuff that is never eaten, not touched!" There is the quality question brought down to earth. Will the buyers never learn that there is today a tremendous school of consumers, all over the country, studying this question and arriving at the inevitable right answer? And while on that question: don't forget that there follows naturally, from this study, the demand that the label plainly tell them the quality. They rebel against having first to buy the can before knowing what quality they are getting. They will stop buying canned foods if their demands for truthful, intelligent labeling are not complied with. And they are beginning to learn what a jobber's label means, and they want the packer's. The jobbers are right in fearing that if ever the legend "U. S. Grade A" or "B" or "C" can be used on labels, the consumers will flock to such goods, and touch no others. The consumers have a right to this, and it will be done some day, despite opposition. But the point is that the drive to ever lower and lower prices is a great mistake: it checks consumption and it makes it impossible for canners to pack quality, when the goods are sold for less than cost. It takes all incentive out of the producers. Bear that in mind when the ruthless price cutters try to tell you that any advance in prices will curtail consumption. Just the reverse is the truth.

Slowly but surely the world is coming to realize the fatal mistake of the past 10 years was the worship of money instead of business. They were so busy chasing money—for itself—that business had to be neglected, and now they wake up to the sad truth: they missed the money, and business is dead. Had they sought business, with only a fraction of the energy they sought money, business would have boomed along, and money would have followed. The realization of this truth is one of the most hopeful signs of the times.

THE MARKET—Most market operators say that inquiry and demand are both improving and some business passing. But no one seems to feel that the volume of business expected first after the turn of the year and then after the Conventions, is yet showing. Urgent orders to ship at once indicate the cleaned out condition of all distributors, and holders of goods are wisely staying off the market waiting for that buying which must come. Under normal conditions of business one would be justified in looking for a scramble to cover and rapidly advancing prices; but things are not normal, and the banks prevent anything like a scramble and advancing prices. Lots of canners, seeing the game in their own hands, have advanced prices and are holding strong. Every canner could do that to his advantage and profit, but it is too much to expect of them all. The better canners are letting the weaker ones clean out. That makes the situation all the stronger.

The advocacy of future buying at the wholesale grocers convention has stirred interest. One of their speakers advised canners to cut their packs to the size of their future orders. That would surely clear up the whole situation. Something will be done along this line for everybody is talking about it.

In price changes, this week, we find No. 10 baked beans have dropped down to $2.25, a loss of 10c.

Spinach is holding the limelight right now, as it is badly wanted and little to be had. The blizzards and torrental rains experienced in California have checked the packing of spinach, while the April-like weather in Maryland is not affording any spinach crop, as yet. So prices on canned spinach are advancing and are as nearly "nominal" as any we have seen in three years.

No. 2 is quoted at 92½, but $1 would have a better chance to draw out, if there is any put away. No. 2½ is quoted $1.30 to $1.40.

The last of the No. 3 tomatoes below 90c have been seen. From that price on up represents the market. The last week of January saw fairly sizable sales of No. 2 tomatoes at 55c to 62½c, with both 2½s and 3s selling at 85c. Those prices are all past, even at country factories and 90c to $1 is in order. No. 10 tomatoes are strengthening, because they are getting scarce. The week in question they sold at $2.75, so that may be taken as rock bottom.

Canned corn has been suffering from clean-out sales of collateral holdings, and of course, the ravens who wait for such, cut the price to the bone, and worse. Over here 60c has been bottom for cream style, because there is not a lot of it here.

Pea stocks are so reduced in this section that they are now mainly sold for assorted car orders. No. 4 standards have sold at 90c. In Wisconsin stocks of all kinds were shown, as of January 1st, to be only 2,420,502 cases, and these must last at least 7 months. Entire holdings in the country are put at 4,750,000 cases, and everybody knows that they cannot be made to spread over until new packs are ready. So pea prices are spiked, with all changes necessarily in an upward manner. As Secretary Burr says "there certainly is no justification for any further decline in prices."

Grapefruit prices are gradually adjusting themselves, and certainly they are cheap enough to satisfy the hungriest buyer.

Canned fruits generally are working into strong position, as stocks have worked down to a comfortable figure.

Things look brighter in the general canned foods market, and promise to be quite fair by the time real spring is here.

NEW YORK MARKET

By "NEW YORK STATER"
Special Correspondent of "The Canning Trade"

Market Generally Firm—Peaches Only Break—Tomatoes Holding Well—Some Inquiries for Salmon—Pineapple Advertising Showing Results.

New York, February 2, 1933.

MARKET—The market moved along in a fairly good manner during the past week with no definite signs of improvement in trading noted although it is admittedly too soon after the Convention for any movement to get under full swing.

Prices with the exception of one or two items, namely canned peaches, affected by distress offerings and Florida grapefruit where the price situation is badly confused, held steady. Buyers continued their hand-to-mouth buying policies in the majority of instances although a break from this custom may reasonably be expected in the near future.

STOCKS—With stocks of most canned foods admittedly at low working levels, the failure of prices to move upward as in normal years clearly demonstrates the damage done the industry by the depressed conditions.

The decision of the National Canners Association not to sponsor an advertising campaign on the ground that canners are not over-stocked at the present time and are not in a position to promote an increased use of canned foods reflects the low stocks held by the industry as a whole.

The Association plans, however, to continue its educational work through advertising in professional journals, with the possibility of consumer advertising in women's magazines in the fall, it was announced.

The improvement in the industry is strikingly set forth in the National Canners Association decision inasmuch as it was necessary at this time last year to conduct an advertising campaign in 80 newspapers in 72 key cities throughout the country to move excess inventories of canned foods.

PEACHES—Forced liquidation of stocks of Pacific coast peaches in the local market has resulted in what is apparently a weakening of the price structure in this decision.

Current prices do not represent the actual status of the market inasmuch as the offerings are admittedly distress stocks and must be moved, regardless of price. Such conditions make it hard for the larger canner, who is trying to maintain a stable market.

Prices of most items in the fruit line, with the exception of peaches as explained above, are holding steady with good prospects of some of the items in light supply moving into higher price levels as demand improves. With the clearing of the distress peach lots out of the market, a firmer tone will develop in the peach price list.

TOMATOES—Continue to present the bright spot in the market picture with the Tri-state canners holding firmly to established prices and in some instances announcing slight advances.

Trading is not large, with present conditions held pointing the way for higher prices when buyers enter the market to cover their requirements.

California packers are more and more bullish on their holdings, encouraged by the favorable outlook in the East and higher prices from this section of the country seem more than likely, according to trade reports.

GRAPEFRUIT—Conditions remain virtually unchanged in the local market although reports were heard out of Chicago during the Convention that several large deals were consumated at low prices, although definite information on the transactions was lacking.

The present price structure in the local market is low with postings representing small profits, if any, to most canners. Any improvement in buying would see prices inevitably reflect the increased activity, trade circles hold, pointing out that the situation is largely controlled now by the larger packers who would be only too glad to get higher prices and have the necessary backing to hold prices up once they rise.

SALMON—A slight broadening of inquiries signals the approach of the Lenten season with the price list holding firm and some indications of advances in some of the items in small supply developing.

The ability of the list to remain stable in the face of the dull trading recently was held among the trade to indicate an encouraging strength that will be reflected when buying resumés a more active trend.

PEAS—Moved along in a routine manner. Prices of standards held firm with concessions available on fancy items which canners are holding in more quantity than they want.

Interest of the trade was held by the reports from Chicago that many pea canners will not operate this season and those that do will pack just enough to cover their requirements after careful study of what the market can readily absorb. Packing in the hope of getting orders, it is understood, will be extremely unpopular.

PINEAPPLE—Last Friday saw the second part of the $1,000,000 drive to promote the use of canned pineapple get under way with new copy released in the newspapers of 108 cities. Plans of the Pineapple Producers' Cooperative Association also call for advertising in eight magazines and trade journals. The second phase calls for expansion of space, the first part of the campaign being conducted through advertising in 90 newspapers in 75 metropolitan areas.

Distributors and retailers are backing the campaign and an appreciable increase in the demand for family-sized tins has been reported noticeable. While present market conditions preclude any substantial advances in prices, the pineapple producers are building up an enviable structure of good will that will pay handsomely in the future, trade circles contend.

CORN—Showed little change during the week with prices much the same. While occasional offerings of standard from Midwest packers at low prices continue to adversely affect the price list, quotations on the whole are being well maintained.

DATING BILL—The trade sees little danger of the bill making it compulsory to date all food packs introduced recently before the California Legislature being enacted. The quick opposition aroused from California canners' associations and other groups in the food field make it exceedingly unlikely of passage of such a measure, it is contended.

Such a bill would work severe harm to the food industry and would not benefit the consumer a particle, trade factors point out, holding that there is not the slightest need nor excuse for any such bill.

CHICAGO MARKET

By "ILLINOIS"

Special Correspondent of "The Canning Trade"

Canners Seem Optimistic After the Convention — Market Active on Tomatoes — Advertising Campaign on Pineapple Brings Results—New Pack California Spinach Is Good.

Chicago, February 2, 1933.

AFTER THE BALL—After the smoke of the battle, after all the hand-shaking, greetings, salutations, etc., anent the big Convention, the trade is settling down to business. Everyone seems encouraged over the volume recorded the first month of the year. There is a noticeable determination to hit the line hard and keep it up.

TOMATOES—Activity continues. Tomatoes seem to be moving out rapidly. One Indiana authority states that only 20 per cent of the 1932 pack was unsold in that state as of January 15th. A year ago on that date, the amount was 40 per cent.

In the Ozarks, our Arkansas and Missouri canner friends always talk about carloads rather than the number of cases. An authority from that section states that there are only 700 cars unsold in all canners' hands and this, too, is very much lighter than a year ago.

No. 10 tin tomatoes are strongly held and the information reaches us from Maryland that all the No. 10 tins in the Tri-states are held by only four parties.

Last week heard several reputable tomato men say that they wouldn't be surprised to see No. 2 tin standard tomatoes selling at 75c by middle May, and several wagers were made in our presence. As far as the Chicago market is concerned, No. 2 tin standards are still available out of Indiana on the basis of 61c to 62c, delivered. No. 2½ tins extra standard are available at 87½c to 90c, delivered.

PEAS—This market is developing real strength, particularly on the lower grades and popular numbers. No. 2 tin standard peas (it doesn't make any difference what the sifting or variety is) are scarce today at 90c, f. o. b. Wisconsin cannery, and it is with great difficulty that even lots at that basis can be obtained. The only "fly in the ointment" as applied to the pea picture is the No. 2 tin extra standard No. 2 sieve Alaskas; No. 2 tin near fancy No. 2 sieve Alaskas, and the No. 2 tin fancy No. 2 sieve Alaskas. The unsold stock in Wisconsin consists very largely of these three numbers. Some pressure has been brought to bear to sell with the result that prices range on these from 95c to $1.15, f. o. b. Wisconsin cannery.

CALIFORNIA FRUITS—Distributors say that consumer demand is lacking on peaches and apricots and advance the argument that these fruit items are luxuries and the people are simply not buying them. That argument, however, doesn't "hold water" in the light of the figures supplied by the Canners' League of California regarding the shipment of peaches particularly. The movement from the coast has been heavy, and these peaches will go into consumption. Canned peaches today, of any size or grade, is unquestionably a most excellent purchase, as it is impossible to conceive that 1933 packing will be obtainable at the levels prevailing today. Financial pressure has caused the selling since the turn of the year and, as reported last week, this pressure has not been so much on the part of the canners as those companies who held peaches as collateral. The prominent canners are cautiously protecting their regular trade and refusing to make any marked concessions. These canners are feeling their way cautiously as they have confidence that their carryover, if any, will be small compared with a year ago. Replacement costs will be higher.

BEETS—No. 2 select fancy Wisconsin cuts have been confirmed at 45c, f. o. b. Wisconsin cannery, with No. 2½ select fancy cuts at 50c, Wisconsin cannery.

These two items are the only ones in the beet line on which there has been any demand. No. 10 cuts as well as all of the whole grades have not been wanted.

PINEAPPLE—Under the excellent advertising program that continues, the movement of this meritorious fruit into distributive channels continues at an encouraging rate. Our local jobbers all report that their January sales exceeded by a goodly percentage their sales during the first month of 1932. Market prices are unchanged.

SPINACH—Saw samples of new pack California submitted by one of the coast's prominent canners. It was beautiful spinach, a marked improvement over former packs and in point of quality was outstanding in color and flavor. Spinach such as these samples, will do more to bring back consumer demand for canned spinach than any other procedure we know of. The market on the coast ranges: No. 2 tin, fancy, 80c to 95c; No. 2½ tin, fancy, 90c to $1.15; No. 10 tin, fancy, $3.25 to $3.75.

GRAPEFRUIT—Rumor has it that considerable business has been recorded in this market during the past ten days but a close checkup fails to find who the buyers were. Several pool cars have been made up but our large factors here have apparently refrained from entering the market. We understand that the lowest prices available from Florida are: No. 2 tin, fancy, 90c; 8-oz. tin, fancy, 52½c; No. 5 tin, fancy, $2.75; f. o. b. Florida common points.

MISCELLANEOUS—An article appeared in the daily press last week purporting that one of the country's largest chain groceries handled 121,985 cars of green fruits and vegetables. Of this amount potatoes aggregated 22,861 carloads; oranges 8,585 cars; apples 6,395 cars; bananas 5,898 cars; lettuce 5,551 cars; grapes 5,057 cars; onions 4,765 cars. The smallest tonnage was 228 carloads of kale. These really stupendous numbers of cars of food are entirely too many for any one firm to handle. Most unfavorable comment has been noted around this market and the feeling was more pronounced (than ever in the past) that Uncle Sam should step in and do something about it.

CALIFORNIA MARKET

By "BERKELEY"

Special Correspondent of "The Canning Trade"

"Buy American" Is Foolish—California's Exports—New Markets Being Developed—A New and Fine Exhibit—Salmon Canners Show Loss.

San Francisco, February 2, 1933.

FOOLISH—The "Buy American" movement being presented in such an intriguing manner through the medium of a well-known newspaper chain is not making a striking impression in California, which depends to such a large extent on foreign markets for its products. Speaking before the San Francisco Advertising Club and the Foreign Trade Club, Dr. Henry F. Grady, dean of the College of Commerce at the University of California, declared that trade isolation is economic suicide. Reciprocal trade agreements with imports and exports on a quota basis were his suggestions as a step toward economic recovery. He pointed out that in California we are particularly dependent upon the development of foreign trade, because we have a large excess production of fruits and other agricultural products which we must exchange with other parts of the United States and other nations if we are not to have production drastically curtailed. Even with the decline in prices last year and a restricted market, California products sold in foreign markets to the tune of more than $200,000,000. "We must buy certain quantities of merchandise from other countries if they are to buy from us, because it is with the credits in American dollars that they establish here that they purchase American goods," said Dr. Grady.

NEW MARKETS—The California State Bureau of Commerce, organized as a direct result of the production of cling peaches in excess of domestic requirements and the foreign markets that had been developed, is doing yoeman service in assisting to develop new markets for California products. It recently moved its headquarters to San Francisco, in order to be closer to world buyers and in January opened a comprehensive display of food products in the State Building. More than sixty processors and manufacturers of California food products are represented and hundreds of varieties and brands are on display, with H. P. Royer, San Francisco agent of the Bureau, in charge. Six rooms are devoted to the exhibit and an interesting feature is a complimentary exhibit by eight foreign countries who buy large quantities of California products. An especially fine display of canned foods is made, possibly the most extensive ever arranged in California, with many products shown for the first time. Fruit by-products are especially prominent, including prune and apricot crush and beverages. The Canners' League of California, Retail Grocers Asociation, Dried Fruit Association, and Chambers of Commerce of San Francisco, Sacramento, Los Angeles, Fresno, Stockton, and other cities aided in arranging the exhibits. These displays are being visited by visiting merchants and representatives of schools, home economics organizations, women's clubs, and the like.

Among the canners maintaining displays are the California Packing Corporation, United Prune Growers, Alaska Sea Products, Inc., King Kelly Marmalade Company, Libby, McNeill & Libby, Madelon Pure Food and Beverage Company, Fontana Food Products Company, Mt. Ida Packing Corporation, Tea Garden Products Company, F. E. Booth Company, California Cooperative Canneries, Ripe Olive Packing Company, Sego Milk Products Company, Pet Milk Sales Company, Royal Packing Company, K. Hovden Company, Workman Packing Corporation, H. J. Heinz Corporation, Fair Oaks Fruit Company, E. Clemens Horst Company, Charles Livoti Company, Wellman, Peck & Company, Wyandotte Olive Growers Association, California Concentrating Company Superba Packing Company, Ltd., Susman, Wormser & Company and the Specialty Food Packers.

The only product on display not actually packed in California is the "Alaska Icepak" brand of crab meat, distributed by Eugene M. O'Neill of San Francisco. The species of crab packed under this brand is the Dungeness type, caught in the waters of the North Pacific. The crabs for this brand are taken in the Prince William Sound section, far from any settlements, where small cockle shell clams abound, and these small clams, upon which the crabs feed, give the pack a distinctive flavor. "Alaska Icepak" crab has the flavor of the fresh cracked crab so popular on the Pacific coast. The giant spider deep sea crab packed in the Orient is an entirely different species. The American crab is caught and packed ten months in the year, while the Oriental plants operate but a few months. Alaska Sea Products, Inc., Cordova, Alaska, packs its crabs the same day as caught and all packing is done by white women workers. The meat is parchment wrapped, placed in double enamel-lined cans and vacuum sealed. The product bears the legend: "A Product of the United States of America."

ANNUAL MEETING—The annual meeting of the Alaska Packers Association was held at the San Francisco headquarters on January 24th, when officers were chosen, as follows: Chairman of the board, R. M. Barthold; president, William Timson; vice-presidents, L. E. Wood, A. K. Tichenor, C. A. Iversen and B. R. Hart, and treasurer and secretary, W. D. Motts. The directors are Henry F. Fortmann, William Timson, F. B. Anderson, A. K. Tichenor, L. E. Wood, R. L. Pratt, A. M. Lester, B. D. Adams, J. K. Armsby, B. R. Hart, W. D. Motts, R. M. Barthold and A. W. Eames. President Timson reported a net loss for 1932 of $1,560,242, as compared with a loss in 1931 of $402,024, after all ordinary and extraordinary charges. During the year the Association packed 950,249 cases of salmon, as follows: Reds, 718,707 cases; king, 2,461; coho, 4,589; pinks, 176,309, and chums, 48,187. Unsold stocks, particularly of red salmon, are not excessive and confidence was expressed that a close cleanup would be made before the 1933 pack is ready for distribution.

NOTES

Death of Mrs. Chase—The death, at San Jose, Cal., of Mrs. Edith Granger Chase, wife of Elmer Ellsworth Chase, senior member of the Richmond-Chase Company, has cast a pall of gloom over the canning fraternity to whose members she was so well known. Death came at her home, January 23, following a stroke of paralysis a few days before.

Mrs. Chase came from a pioneer family and took a very active part in social and charitable activities in the Santa Clara Valley. She was a gracious hostess, both at her home at San Jose and at the delightful residence at Pebble Beach. She was an active member of the board of directors of the Home of Benevolence, San Jose.

She is survived by her husband, Elmer Ellsworth Chase, who has served for years as president of the Canners' League of California and who is past president of the National Canners Association; by a son Elmer Ellsworth Chase, Jr., and two daughters, Margaret Chase and Bernice Chase.

Atherton Richards, president of the Hawaiian Pineapple Company, Ltd., was a recent arrival at San Francisco from the Hawaiian Islands.

The estate of the late Charles C. Moore, San Francisco civic leader and president of the Panama-Pacific International Exposition of 1915, has been appraised at $537,143, according to an inventory that has been filed. Fruit growing and canning properties made up part of the list.

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What Canned Foods Distributors are Doing

FARMERS' PURCHASING POWER MUST BE RESTORED IF PROSPERITY IS TO RETURN, MASSMAN HOLDS

THE road to the early return of the American standard of prosperity calls for the restoration of the purchasing power of the farmer to a normal level, F. H. Massman of the National Tea Company and president of the National Chain Store Association, declared recently.

With the farmer receiving fairer prices for his products, he continued, the various classes of city workers will naturally benefit from the increased purchasing power of the farmer which will be reflected in higher prices for manufactured prices with the resultant gain in industrial activity and lowering of the unemployment figures.

"The average farmer," Mr. Massman pointed out, "could probably get along another five years, even at these low prices, through barter and exchange and by virtue of the fact that his own production assures him food. In this respect, he is far better off than the city worker out of a job.

"But he is not buying anything, except his bare necessities and this naturally hurts the city producer of manufactured goods. We must enable the farmer again to become a purchaser and help out factories running.

"During the entire summer and fall season the returns to the farmer for his products were far too low on every commodity, with the possible exception of eggs in which there existed a definite shortage as compared to the usual overproduction and stocks on hand. Carload and carload of fruits and vegetables arrived at the large markets paying little more than the cost of the freight.

"The chain store organizations are of considerable assistance in distributing the products of the farm to the consumer in the most direct line, eliminating excess costs of handling and profits, thus making possible the consumption of more merchandise produced on the farm and thus being of considerable benefit to the producer as well as the consumer."

A. & P. DECEMBER SALES SHOW SMALLEST DECLINE SINCE JUNE

THE largest sales volume report of the Great Atlantic & Pacific Tea Company, leading grocery chain in the nation, disclosed that December sales showed the smallest decline since last June.

Estimated sales for the five weeks ended December 31 totaled $79,615,596, compared with $91,309,637 in the corresponding 1931 period, a drop of $11,694,041, or 12.8 per cent. The 12.8 per cent decline was the smallest since June when volume was 10.6 per cent under the 1931 period.

Tonnage sales reported by the chain amounted to 498,470 tons for the five weeks' period, against 516,165 in the corresponding period in the preceding year, a decline of 17,695 tons, or 3.4 per cent.

The average weekly sales for the five weeks' period were placed at $15,923,119, off $2,338,808 from the $18,261,927 reported in the five weeks ended December 31, 1931. The average weekly sales were 3,539 tons lower at 99,964 tons, compared with 103,233 in the similar period of the previous year.

Estimated sales of the company for the 44 weeks ended December 31, without consideration of change in the number of stores during the year, totaled $735,951,818, against $857,773,665 in the like period of the preceding year, off $121,821,847, or 14.2 per cent.

Estimated tonnage volume for the 44 weeks were placed at 4,500,850 tons, compared with 4,691,701, off 190,851 tons, or 4 per cent.

The differential in the decline in dollar volume and the sales volume represents the efforts of the company to maintain its tonnage movements. The lower prices for the majority of its products, however, brought the dollar volume down sharply from the preceding year although the company was succesful in maintaining the tonnage volume at but 4 per cent under the preceding year's figure.

PACIFIC COAST TUNA FISH PACKERS APPEAL TO WASHINGTON FOR AID AGAINST JAPANESE COMPETITION

CONDITIONS within the Pacific coast fishing and fish packing industry, already impaired by the current depression, are rapidly becoming worse with Japanese competition, which is held "ruinous" driving the tuna packing industry to appeal to Washington for aid.

Recent demands for deflation by Senator Borah cited the Pacific coast fish industry as one of the American industries particularly affected by deflated currency abroad.

"The fish business on the Pacific coast is being literally ruined," Senator Borah declared. "The countries off the gold standard are literally taking over the fish industry."

Petitions have been filed with the Tariff Commission by the tuna packers asking an increase in duty of 50 per cent. The petitions contend, moreover, that this would not be effective in view of the depreciated yen, and the tuna factors consequently are backing the measure in Congress to make tariff rate adjustments confrom to the movements of foreign depreciated currencies.

Representative Phil Swing is scheduled to be heard by the House Ways and Means Committee in support of this interest of the tuna industry. Tuna fish, both frozen and canned, has been coming in from Japan at an increasing rate, it was pointed out, with 1932 imports showing an increase of 558 per cent over the preceding year.

The increased flood of tuna imports has been made possible, according to spokesmen for the industry, not only because of the low wage scale in Japan but because the yen, normally valued at 49.7 per cents, has dropped to around 20 cents. Thus Japanese exporters can send their tuna over the present tariff barriers and, it is claimed, eventually drive the American industry from the waters.

One Japanese importer, located in New York, is reported to have announced its intention of importing 200,000 cases of canned tuna from Japan during the current year.

Imports of this amount, according to Paul H. Steele, vice-president of the Westgate Sea Products Company, of San Diego, would throw 4,000 Americans now working as fisherman and canners in southern California waters out of work.

Should six firms import a like quantity of Japanese tuna, it was pointed out, the entire 25,000 workers now engaged in tuna fishing and canning in San Pedro and San Diego would be thrown out of work.

Such an occurrence would, Mr. Steele declared, wreck an important American industry and deprive 100,000 people of their livelihood.

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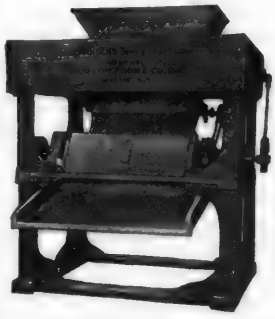

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CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	2.25
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	2.25
Peeled, No. 2½	.....	3.15
Medium, No. 2½	.....	2.10
Green Mammoth, No. 2	2.80	2.50
Medium, No. 2	2.30	2.50
Large, No. 2	2.55	2.50
Tips, White, Mammoth, No. 1 sq.	.....	2.10
Small, No. 1 sq.	.....	1.90
Green Mammoth, No. 1 sq.	.....	2.15
Small, No. 1 sq.	.....	1.80
BAKED BEANS‡		
16 oz.	.40	.....
No. 2½	.77½	.....
No. 10	2.25	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.65
Standard Cut Green, No. 10	2.75	2.85
Standard Whole Green, No. 2	.....	.95
Standard Cut Wax, No. 2	.65	.....
Standard Cut Wax, No. 10	.....	.....
Red Kidney Standard, No. 2	.60	.....
Standard, No. 10	3.00	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.25	1.30
No. 10	6.00	6.35
No. 2 Medium Green	1.00	1.05
No. 10	5.15	5.25
No. 2 Green and White	.75	.85
No. 10	3.75	.....
No. 2, Fresh White	.55	.65
No. 10	3.00	3.30
Soaked, No. 2	.47½	.....
BEETS‡		
Baby, No. 2	1.10	.....
Whole, No. 2	.70	.....
Whole, No. 3	1.00	.....
Whole, No. 10	3.00	3.75
Cut, No. 2	.65	.85
Cut, No. 10	2.75	.....
Diced, No. 10	.....	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.25	.....
Standard, Diced, No. 2	.67½	.....
Diced, No. 10	3.00	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.95
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.90	.....
Extra Standard, No. 2	.82½	.....
Standard, No. 2	.80	.....
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.75	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.65
Standard, No. 10	3.50	3.75
HOMINY‡		
Standard Split, No. 3	.90	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard, No. 2	.70	.....
No. 10	4.00	.....
Fancy, No. 2	.80	.....
No. 10	4.25	.....
OKRA AND TOMATOES‡		
Standard, No. 2	.85	.....
No. 10	.....	.....
PEAS‡ (Baltimore prices, new pack)		
No. 1 Petit Pois	.....	.....
No. 2 Fancy Sweets, 2s	.....	1.25
No. 2 Fancy Sweets, 3s	.....	1.35
No. 2 Fancy Sweets, 4s	.....	1.25
No. 2 Fancy Sweets, 5s	.....	1.15
No. 2 Std. Sweets, 5s	.....	1.10
No. 1 Early June, 4s	.....	.....
No. 2 Std. Alaskas, 1s	1.25	1.35
No. 2 Std. Alaskas, 2s	1.10	1.15
No. 2 Std. Alaskas, 3s	.92½	.95
No. 2 Std. Alaskas, 4s	.90	1.00
No. 10 Std. Alaskas, 2s	5.75	6.00
No. 10 Std. Alaskas, 3s	5.25	5.50
No. 10 Std. Alaskas, 4s	4.85	5.25
PUMPKIN‡		
Standard, No. 2½	.....	.90
No. 3	.80	1.00
No. 10	2.75	3.00

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.....
No. 2½	.67½	.65
No. 3	.70	.....
No. 10	2.20	2.50
SPINACH‡		
Standard, No. 2	.92½	.85
No. 2½	1.30	.....
No. 3	.....	1.20
No. 10	4.00	4.50
California, f. o. b. Coast		
Standard, No. 2½	.....	1.30
Standard, No. 10	.....	4.25
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	.85	.....
Standard Green Corn, Dried Limas, No. 2	.75	.....
(Triple) No. 2 (with tomatoes)	.90	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.70	.....
No. 2½	.85	.90
No. 3	.90	.....
No. 10	2.60	2.85
TOMATOES‡		
Extra Standard, No. 1	.45	.....
F. O. B. County	.40	†.50
No. 2	.70	.....
F. O. B. County	.65	.....
No. 3	1.05	.....
F. O. B. County	1.00	.....
No. 10	2.85	.....
F. O. B. County	2.75	.....
Standard, No. 1	.35	†.37½
F. O. B. County	.35	.....
No. 2	.57½	†.60
F. O. B. County	.55	.....
No. 3	.90	†.87½
F. O. B. County	.90	.....
No. 10	2.75	.....
F. O. B. County	2.60	†2.80
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.35	.40
No. 10, Whole Stock	2.75	2.25
Standard, No. 1 Trimmings	.35	.....
No. 10 Trimmings	2.50	.....
TOMATO JUICE‡		
No. 1	.40	.....

Canned Fruits

	Balto.	N.Y.
APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	2.85
Pennsylvania, No. 10, water	.....	.....
Pa., No. 3	.....	.....
Pa., No. 10, solid pack	3.25	.....
APRICOTS* (California)		
Standard, No. 2½	1.15	†1.15
Choice, No. 2½	1.30	†1.30
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	3.25	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.30
No. 10	5.50	4.50
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
N. Y. Fancy, Red Pitted, No. 10	4.25	.....
California Standard, 2½	.....	1.75
Choice, No. 2½	.....	1.95
Fancy, No. 2½	.....	2.10
GOOSEBERRIES*		
Standard No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.60	.....
No. 2	1.00	1.10
No. 5	3.25	.....
No. 1 Juice	.62½	.....
No. 2 Juice	.95	.....
No. 5 Juice	3.10	.....
PEARS*		
Standards, Keifer No. 2, in syrup	.85	.....
No. 2½	1.30	.....
California Bartletts, Standard 2½	.....	.....
Fancy	.....	1.65
Choice	.....	1.55
Standard, No. 10	.....	4.50

CANNED FRUITS—Continued

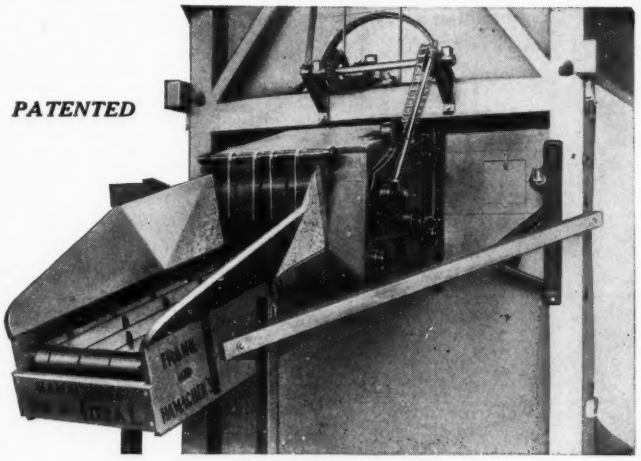
	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.15	†1.10
Choice, No. 2½, Y. C.	1.30	†1.20
Fancy No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1 Talls	.80	.....
Seconds, Yellow, No. 3	.....	.....
Figs, Unpeeled, No. 3	.....	.....
Peeled, No. 10, Solid Pack	3.35	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.75	1.60
Sliced, Standard, No. 2½	1.65	1.45
Sliced, Extra, No. 2	.....	1.30
Sliced Standard, No. 2	.....	1.05
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	4.10	4.25
Eastern Pie, Water, No. 10	.....	.....
Porto Rico No. 10	.....	.....
RASPBERRIES*		
Black Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	.....	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡ (Baltimore prices, new pack)		
Preserved, No. 1	.75	.....
Preserved, No. 2	1.45	.....
Extra, Preserved, No. 1	.75	.....
Extra, Preserved, No. 2	1.50	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	2.50
No. 10s	9.50	8.00

Canned Fish

HERRING ROE*		
No. 2, 17-oz. cans	.....	.....
1-lb. cans	.70	.....
No. 2, 19-oz. cans	1.10	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	3.75
½-lb. cases, 4 doz.	.....	1.85
¼-lb. cases, 4 doz.	.....	1.25
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	.80	1.00
8 oz.	.....	.....
10 oz.	1.70	2.00
Selects, 6 oz.	.....	.....
SALMON§		
Red Alaskas, Tall, No. 1	1.55	1.55
Flat, No. ½	1.35	.....
Cohoes, Tall, No. 1	.95	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.70	.60
Pink, Tall, No. 1	.87½	.95
Sockeye Flat, No. 1	2.35	2.35
Flat, No. ½	.75	.....
Chums, Tall	.82½	.82½
Medium, Red, Tall	1.22½	1.35
SHRIMPS§		
Dry, No. 1	1.10	1.00
Wet, No. 1, Large	1.10	1.10
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†2.35
¼ Oil, keys	.....	†3.15
¼ Oil, Tomato, Carton	.....	†3.40
¼ Oil, carton	.....	.....
¼ Mustard, Keyless	.....	.....
¾ Mustard, Keyless	.....	†2.35
California Oval, No. 1, 48's	3.00	†2.75
TUNA FISH§ (California), per case		
White, ½s	7.30	.....
White, 1s	13.65	.....
Blue Fin, ½s	.....	.....
Blue Fin, 1s	.....	.....
Striped, ¼s	3.35	.....
Striped, ½s	4.80	5.25
Striped, 1s	8.75	.....
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	.....
Yellow, 1s	13.65	.....

Ideal Viner FEEDERS with Distributor

PATENTED



OVER 3000 IN USE

The Only Feeder That

SAVES PEAS,
IMPROVES THE QUALITY,
INCREASES CAPACITY

The reason for this lies in the fact that IDEAL VINER FEEDERS WITH DISTRIBUTORS thoroughly separate the vines, and separation is essential in order to obtain best results from any Viner.

IDEAL Feeders were greatly improved during the past two years

Frank Hamachek Machine Co., Kewaunee, Wis.

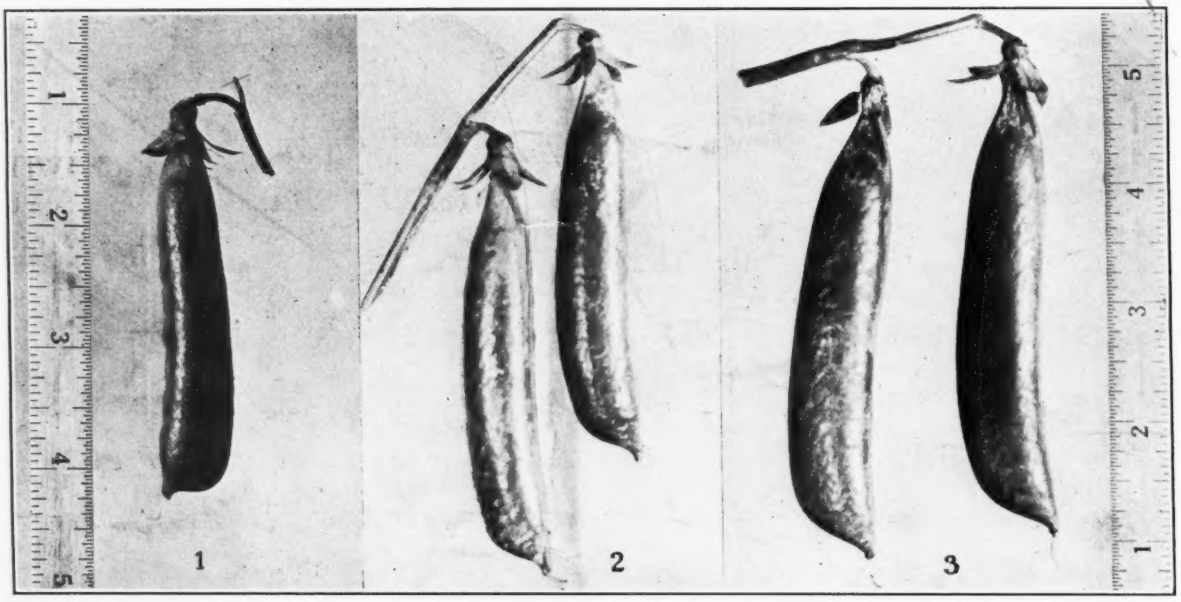
Manufacturer of Viners, Ensilage Distributors and Chain Adjusters

ESTABLISHED 1880 INCORPORATED 1924

KITTREDGE
LABELS
CHICAGO

Three
Important Sweet Peas for Canners

which mature in sequence



TIME FROM PLANTING TO CANNING	61 days	65 to 66 days	70 days

1. Large Podded Surprise

A pure-line stock of this early sweet variety with larger pod and greater productivity. Its superior tenderness and quality place this in the first rank of canning varieties.

2 Asgrow Early Perfection

This new pure-bred introduction fills the need of a leading canning variety maturing between Surprise and Perfection. Prolific, concentrated in season, attractive in pod size and of high quality. Limited trial quantities now available for 1933 planting.

3 Long Pod Perfection

Unequalled in pod size this pure-line strain of Perfection is outstanding in quality and productiveness. Recognized by Canners as decidedly Superior to regular stocks of this important main crop variety.

ASGROW SEEDS ARE WELL BRED

We invite your inquiries for seed from our latest developments.

Associated Seed Growers, Inc.

BREEDERS and GROWERS

New Haven, Connecticut

PRODUCTION BRANCHES AND WAREHOUSES IN TEN WESTERN STATES